

Request for Application

Nebraska Health and Human Services System Nutrition and Physical Activity for Cardiovascular Health

Project: Drink Milk

Date of Issuance: February 5, 2004

Proposals Due: March 19, 2004

Issuing Office: Cardiovascular Health Promotion
Office of Disease Prevention and Health Promotion
Nebraska Health & Human Services System
301 Centennial Mall South, P.O. Box 95044
Lincoln, NE 68509-5044
402-471-2101

**"People will change their behaviors to reflect their environments.
If you want healthy people, create healthy environments".
Chameleon Theory.... Tom Golaszewski Ed.D, NY.**

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Project: Drink Milk

SECTION I. APPLICATION OVERVIEW

A. Purpose Statement:

The purpose of this project is to support Nebraska schools in providing a healthier environment in terms of nutrition and/or physical activity. This will be done by providing a healthy drink option for students via partial funding for milk vending machines and utilizing proceeds from the machine for additional environmental cues and strategies.

B. Background:

Children in America, and Nebraska, are in an overweight crisis. Nationally, an overweight epidemic is occurring among both children and adolescents. According to the Centers for Disease Control and Prevention (CDC), 15.3% of 6 through 11-year-old children nationally are overweight; a 135% increase since 1980. In addition, 15.5% of 12 through 19-year-old adolescents nationally are overweight, a 210% increase since 1980. According to preliminary non-probability sample results from the 2001/2002 height and weight data collection project among youth in Nebraska, 16.2% of 6 through 11-year-old children in Nebraska are overweight while 16.3% of 12 through 18-year-old adolescents in Nebraska are overweight.

According to the National Dairy Council, new research suggests that the overweight epidemic among youth is contributed to in large part by a lack of physical activity, an increase in the consumption of high-density foods, and an increased intake of soft drinks. In fact, according to the USDA, soft-drink consumption nationally has increased almost 500% over the past five years.

In Nebraska, youth physical activity levels and dietary habits are cause for great concern. While 2 in every 3 (68.3%) Nebraska high school students reported engaging in sufficient levels of vigorous activity in 2001, only 1 in every 4 (27.7%) reported engaging in sufficient levels of moderate activity. In addition, healthy eating among Nebraska high schools students is discouraging. In 2001, less than 1 in every 5 (18.2%) Nebraska high school students reported consuming 5 or more fruits and vegetables per day while only 1 in every 4 (23.2%) reported regular milk consumption (i.e., three or more glasses per day). In particular, the disparity in regular milk consumption among genders is discouraging; indicating that males are 2.0 times more likely than females to report regular milk consumption.

In response to these issues, the Nebraska Health and Human Services (NHHSS) Cardiovascular Health (CVH) Program is providing an opportunity for schools across Nebraska to apply for funding to support milk machines under Project Drink Milk. How will Project Drink Milk have an impact on the overweight epidemic of our youth? Past experience has supported the "Chameleon Theory": *People will change their behavior to reflect their environments. If you want healthy people, create healthy environments.* We understand that change is a process, sometimes a very long process. To make an impact on the number of at-risk for overweight and overweight youth in Nebraska, it is imperative to make environmental changes. With the understanding that change is often

financially and organizationally stressful, it is important to focus on an environmental change that is feasible for schools on both levels. Milk vending machines provide a healthy option for youth, is relatively easy to implement, and provides extra financial support for the school.

Schools in Nebraska and across the nation that have piloted milk machines have had great success. Much of this success is attributed to student-driven milk campaigns, a wide variety of flavored milk, and the new plastic bottled packaging. Concerns about increasing sugar intake with flavored milk can be put to rest. A 2002 study based on data from the USDA's Continuing Survey of Food Intakes of Individuals showed those who drink flavored milk drink more milk and have higher calcium intakes than those who do not drink the flavored variety. The study went on to conclude that flavored milks do not add fat and sugar to a diet and individuals who choose flavored milk have a lower consumption of drinks with less nutrient value. (i.e. soda pop, sports drinks, and some fruit drinks).

Milk consumption is crucial throughout a child's physical development. Dietary habits develop early and these first years are typically peak periods for milk consumption. The ages of 11-14 years are critical bone building years. According to the current dietary guideline, teenagers need 1300mg of calcium per day or the equivalent of about four 8 oz glasses of milk. It is especially vital for students to intake the recommended daily amount of nutrients that can be found in milk such as calcium, phosphorus, vitamins A, C, & D during this time. Research has shown that drinks high in sugar, such as soda and many juices, are consumed at a much higher rate than milk during the high school years. In fact, according to the National Dairy Council, almost half of all milk drinkers are lost between the ages of 12 and 24. Marc Jacobson, M.D., professor of pediatrics and epidemiology at Albert Einstein College of Medicine supported this in his speech to the Calcium Summit January 2002. "Teenagers drink twice as much soda as milk, and this trade-off, combined with a lack of exercise, may be laying the groundwork for weak bones in adulthood. Research reveals a link between heavy soft drink consumption during adolescence and reduced bone mass, which can greatly increase the risk for osteoporosis later in life."

Marketing strategies of soda companies focused on teenagers and the availability of the product before, during, and after school have allowed for this unfortunate trend. Milk vending within the schools can provide alternative financial support for the school, as well. It is recommended that the milk product be sold at the same price as other drink products. The majority of the net profit collected during this three-year project must be used to support nutrition and/or physical activity programs (excluding athletics) within the school; therefore, creating opportunities to create a healthy school environment.

C. Basic Project Information:

- Project Drink Milk is a 3-year contract between the school and the NHHSS/CVH Program. **This is not a mini-grant.** During this period, schools must comply with all regulations stated in the attached contract.
- Proposal applications will be available to schools beginning February 2, 2004 and must be postmarked by March 19, 2004

- Award recipients will be notified no later than April 2, 2004. At this time, the recipient would sign the 3-year contract and set up a time for the initial student survey (to be taken in May 2004).
- Within the life of the contract, project administrators (school administration, project contact, and/or school personnel) will be required to complete two surveys annually. This information will be used to evaluate the implementation process and identify key barriers. It is our hope that this information will prove beneficial to other schools locally and nationally interested in successfully implementing a milk machine into their school. Survey topics will cover identifying and securing a distributor, selecting flavors, implementing a campaign, staff and student support for the machine, and other topics as identified.
- Schools are required to arrange for the delivery and set-up of the milk-vending machines. These must be delivered and set up within the school one-week prior to the start of the 2004/2005 school year.
- There must be a student-driven milk campaign throughout the life of the contract.
- Schools are responsible for stocking the vending machine. These must be stocked with the lowest percent milk available for each flavor. (For example, if chocolate milk is available in 1%, 2%, and Whole Milk, the machine must be stocked with the 1% chocolate milk).
- Schools are responsible for keeping a monthly log of all sales from the milk vending machines and other beverage vending machines. This log must be reported every six months for the duration of the project (6 total reports).
- 75% of all profit from the milk vending machines must be used to support physical activities and/or nutrition in the school. **These monies cannot be allocated for school sponsored athletics.** The CVH Program must approve the use of the proceeds for the duration of the contract.
- If during the three-year contract period the school no longer desires to keep the milk machine for the duration of the contract or if the above guidelines are not followed the school will repay the Department the original amount of compensation of the agreement (\$3000) and return the machine.

Who can apply?

Nebraska schools (grades K-12) are the only entities eligible to apply for the milk vending machines under Project Drink Milk. No preference will be given to rural, urban, public, private, or parochial schools. Each school that elects to participate may submit one proposal.

How many awards will be given?

It is the intent of NHHSS/CVH Program to award approximately four (4) schools with monies to support the purchase of a milk vending machine.

What is the dollar amount of each award?

We are requiring the Dixie-Narco 3561 milk vending machines be purchased. The cost of these machines is \$3695 each. Delivery of the machine is approximately \$100-\$300. This figure may vary depending upon location. Each school awarded funds would be responsible for paying up to \$945 of the approximate \$3995 cost (includes shipping). This \$945 must be available upon delivery of the milk machine.

D. Proposal Requirements

- Proposals are to be postmarked by Friday, March 19, 2004.
- Faxed copies will not be accepted
- Incomplete proposals will not be reviewed. Please format your proposal according to the enclosed forms and/or questions
- Proposals should be typed and single-spaced. Electronic application forms are available upon request.
- Submissions must contain the proposal and all required supporting information.
- One original and three copies of the proposal must be submitted.
- Terms & Assurances are provided as examples, do not return until awarded funding.
- Proposals must be submitted to:
Cardiovascular Health Program
Att: Kimberly Barrett
Office of Disease Prevention and Health Promotion
Nebraska Health and Human Services System
301 Centennial Mall South, P.O. Box 95044
Lincoln, NE 68509-5044

E. Questions and Technical Assistance

The primary role of the Cardiovascular Health Program Team is to provide assistance

and act as a resource for those seeking it. All staff can be reached at (402)-471-2101.

- Jamie Hahn, Program Manager
- Jeff Armitage, Health Surveillance Specialist
- Kimberly Barrett, Physical Activity and Nutrition Coordinator-Community Health Educator
- Kari Majors, Secondary Prevention Coordinator- Community Health Educator

F. Review Process

A peer review committee will evaluate each proposal that complies with the mandatory requirements (as described under heading “Proposal Requirements”). As a part of the selection process, NHHSS/CVH Program may consider performance(s) under current and/or prior grants, contracts, or cooperative deliverables, timely and accurate submissions of progress reports and evaluation reports, timely programmatic audits, and participation in NHHSS/CVH Program conferences, trainings, and teleconferences.

G. Notification of Decision and Contingencies

Each proposer, regardless of funding status, will be notified in writing of the funding decision. Proposers receiving contingencies for funding will be asked to address the contingencies before funding is approved for disbursement.

H. Reporting Requirements

- **Proceed Usage Report-** Description of how (at least 75% of) the proceeds from the machine will be utilized. Postmarked by **May 15, 2004**.
- **Milk Sales *and* Campaign Activities Reports-** A monthly log of milk sales will be recorded internally and reported to the Department approximately every 6 months of the contract. (See Attachment IV for sample). A report on activities that have occurred to promote milk sales and the importance of calcium consumption to the student body must also be reported approximately every 6 months of the contract. Reports must be postmarked on or before: **February 15, 2005; July 15, 2005; February 15, 2006; July 15, 2006; February 15, 2007; and July 15, 2007**.
- **Requesting Funds:** A letter of request for reimbursement will be required to receive requested funds. See Attachment III for sample.

Tips for a Successful Milk Vending Machine

Dairy Council of Nebraska, adapted from Wisconsin Milk Marketing Board

1. **It's location-location-location.** Make sure your milk vending machine is in the best possible location. The machine will produce more milk sales in a well-traveled area. If the machine is in the cafeteria, the cafeteria should be accessible during all school and after school activities. Away from the cafeteria, the best spot for the machine is the hall students frequently walk through before, during, and after school. (The pilot schools in Nebraska have had great success placing the machine outside the gymnasium).
2. **Keep it totally cool.** Milk single-serve plastic pints must be delivered directly to the school and properly stored to maintain quality and flavor. For best quality, keep milk below 42° F at all times.
3. **Have it come your way.** Coordinate milk deliveries with the school foodservice department for convenience and cold storage. Single-serve plastic pints of milk can be included on the milk bid to negotiate the best wholesale price available. Some processors currently are offering extended shelf life products that can last (under refrigeration) for 45-60 days, allowing schools to consider larger volume deliveries if storage space is available.
4. **Time is money.** Milk machines offers students a great chance to buy milk at times when it is not normally sold at school. Be sure your machine is operating and full before, during, and after school every day. Plan to check and refill the machine on Friday afternoons for weekend sales.
5. **Price for value.** Set milk prices to be comparable with other vending beverage prices. A national study of milk vending success indicates that pints of milk should be sold for \$1.00 each to net a sufficient profit in most schools.
6. **The eyes have it.** Keep the machine clean, well stocked, and in good operating condition to attract and keep customers. Have it repaired whenever it is malfunctioning. Use a preventative program to avoid breakdowns and keep it running at all times. Clean the inside and outside of the machine daily.
7. **Great taste means more filling.** Research indicates that flavored milks sell best in vending machines. Be sure to stock the machines with a variety of flavors. Check often with your milk supplier to stay current about new products that may become available.
8. **Promote for profit.** Milk sales will drop after the machine is in the school for a short while and the novelty wears off. You can keep sales up by conducting simple promotions to market the milk in the machine.

COVER SHEET
NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES
CARDIOVASCULAR HEALTH PROGRAM
PROJECT DRINK MILK PROPOSAL

***All lines must be completed. All signatures must be present for application to be considered.*

1. School:

(Name) (City)

Please check the appropriate class:

Class A _____ Class B _____ Class C _____ Class D _____
(1.500 or >) (320-1499) (125-319) (<125)

Please check the appropriate level:

K-12 _____ Primary _____ Jr. High _____ High School _____

Please check the appropriate type(s):

Urban _____ Rural _____ Public _____ Private/Parochial _____

Date of Start of 2003/2004 School Year _____

Signature of authorizing official:

Title: _____

Date: _____

2. Sponsor:

(Name) (Title)

Please attach a one to two paragraph summary of qualifications

3. Contact Person

(Name) (Title)

(Address/PO Box) City, State, Zip Code

(Home Phone) (Office Phone) E-mail Address

4. Funding Information:

Please provide a brief description of how you will raise the \$1200 matching fund dollars.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

5. Personnel Support

(Name)	(Title)
(Name)	(Title)
(Name)	(Title)
(Name)	(Title)

(You may attach a signed and dated list of all personnel that support Project Drink Milk)

Proposal Application Questions

Please complete the following:

1. Please explain why your school should receive funding for Project Drink Milk? Include in the response your school's perceived readiness and support from within. (15 Points).
2. As the contract conveys, it is the responsibility of the school to clean, to stock, and to maintain the milk vending machine during the contract period. Please state the plan of action on these accounts, including personnel responsible for each task. (10 Points).
3. Please describe the planned accessibility to the milk vending machine. Include in the description the location the machine will be placed and why this location has been selected (15 Points).
4. Please describe the manner in which 75% of the net profit from the milk vending machine will be used to support physical activity and/or nutrition within your school. Include how this will impact long-term environmental change. (15 Points)
5. It is a requirement of the contract to have a student-driven milk campaign. Describe the plan for selecting students to be responsible for the campaign effort and ensuring follow-through. (15 Points)
6. How will you ensure students are being offered products they are interested in? (i.e. flavor of milk, percentage of fat, etc). (5)
7. How will you measure the success of this project?(5)
8. Briefly list all staff who will be involved in Project Drink Milk and their respective responsibilities. (5pts)
9. List any barriers you perceive that may affect the success of this project and describe a plan of action to overcome each barrier. (15)
10. Please list any other project the school is currently involved with, or will be undertaking in the near future, to create a healthier school environment for physical activity and nutrition. See attached "Policies and Environment Strategies" for schools. (This item is required, but will not be scored).

**Sample Agreement
between
Department of Health and Human Services
State of Nebraska
and
Nebraska School**

This Agreement is made by and between the Nebraska Department of Health and Human Services (hereafter Department) and the Nebraska School (hereafter Contractor). The Department hereby retains the services of the Contractor, and Contractor hereby agrees to provide services on the terms and conditions of the Agreement.

Term. The term of this Agreement shall be a period beginning on April 15, 2004 and ending July 15, 2007.

SCOPE OF SERVICES. The Contractor shall:

- A. Work with the Greater America Distributing to secure the purchase and Delivery of a Dixie-Narco 3561 milk vending machine.
- B. **Only stock milk machine with dairy products**, unless otherwise approved by the Department.
- C. Place the milk vending machine in a well-traveled area of the school.
- D. Secure a milk distributor to purchase milk products from.
- E. Choose the lowest fat percentage milk when ordering product (i.e. when available skim, 1%, or 2% milk vs. whole milk).
- F. Keep milk vending machines clean, well stocked, and in good condition.
- G. Coordinate internally responsible persons to order product, as well as, stock and clean the machine.
- H. Coordinate internally where larger deliveries will be stored until the milk can be stocked in the machine and ensure stored milk is kept fresh.
- I. Coordinate internally responsible persons for collecting and accounting for the cash proceeds each day.
- J. Arrange for repairs when the machine is malfunctioning and cover the cost of the repair.
- K. Include the machine on school property insurance to cover damage, vandalism, etc. A copy of the policy will be to the Department upon request.
- L. Within 30 days of the beginning of the contract the contractor will provide the Department with a written description of how the proceeds from the machine will be utilized. Seventy-five percent (75%) of the proceeds must be used to enhance proper nutrition for the student body and/or physical activity, excluding school sponsored athletics. The Department must approve the use of the proceeds for the duration of the contract.
- M. Set milk-vending prices to be comparable to with other vending beverage prices.
- N. Organize a student-driven milk campaign to promote the machine, milk sales, and the importance of calcium consumption.

- O. Work with the Dairy Council of Nebraska to obtain promotional and educational materials.
- P. Within the life of the contract, project administrators (school administration, project contact, and/or school personnel) will be required to complete two surveys annually. Contractor will cooperate with the Department as requested to conduct the surveys.
- Q. Keep a monthly log of all sales from the milk vending machine and other beverage vending machines. These shall be reported every six months during the duration of the contract (6 total reports).
- R. Provide a report to the Department every six months on activities that have occurred to promote milk sales and the importance of calcium consumption to the student body.
- S. Agrees to provide matching funds of up to \$945 to be paid out upon delivery of the milk vending machine (approximately one-week prior to the start of the 2004/2005 school year).
- T. Shall repay the original amount of compensation of the agreement (\$3000) to the Department if the school no longer desires to keep the machine or does not comply with the above listed scope of services as deemed by the Department for the duration of the contract.
- U. Become the sole owner of the machine at the completion of the contract if all above listed conditions are met.

COMPENSATION. In consideration for all services rendered by the Contractor in accordance with this Agreement, the Department shall provide a maximum of \$3000 for the term of this contract. The payment will be made by the Department upon a request for payment by the Contractor. The Department agrees to reimburse the Contractor within 45 days of receipt and acceptance of request for disbursement. The contractor agrees to provide federal tax identification number so that the Department may comply with tax reporting requirements.

RELEASE AND INDEMNITY. The contractor shall assume all risk of loss and hold the Department, its employees, agents, assignees, and legal representatives harmless from all liabilities, demands, claims, suits, losses, damages, causes of action, fines, or judgments and all expenses incident thereto for injury to property arising out of or in connection with this Agreement, and proximately caused by the negligent or intentional acts or omissions of the Contractor, its officers, and employees, or agents.

CHOICE OF LAW. This Agreement shall be subject to, governed by, and construed according to the laws of Nebraska.

GENERAL PROVISIONS

- 6.1 Independent Contractor. Contractor and shall not be deemed an employee for any purpose. The Contractor shall employ and direct such personnel as it requires to perform its obligations under this Agreement, shall exercise full authority over its personnel and shall comply with all workers' compensation, employers' liability, and other federal, state, county, and municipal laws, ordinances, rules and regulations required of an employer providing services as contemplated by this Agreement.
- 6.2 Amendments. This Agreement may be modified by amendments made in writing and signed by both parties or their duly authorized representative.
- 6.3 Notices. All notices given under the terms of this Agreement shall be made in writing and sent by United States certified mail, sufficient postage pre-paid, to the other party at the address set forth on the signature page of this Agreement, or to such other addresses as the parties shall designate in writing from time to time.
- 6.4 Drug Free Workplace Policy. The Contractor assures the Department that it has and does maintain a Drug-Free Workplace Policy and that it will provide the Department with a copy of the policy upon the request by the Department.
- 6.5 Assignment and Delegation. This Agreement is exclusive to the parties and shall not be assigned by the Contractor, nor may the Contractor delegate the performance of any duties under the Agreement, to any other person without the express written consent of an authorized representative of the Department.
- Actual or attempted assignment or delegation by the Contractor without consent shall constitute material breach of this Agreement.
- 6.6 Entire Agreement. This written Agreement represents the entire Agreement between the parties, and any prior or contemporaneous representations, promises, or statements by the parties that are not incorporated herein shall not serve to vary or contradict the terms of this Agreement.
- 6.7 Non-Discrimination. The Contractor and any of its subcontractors shall not discriminate against any employee or applicant for employment, to be employed in the performance of this Agreement with respect to hire, tenure, terms, conditions, or privileges of employment because of race, color, religion, sex, disability, or national origin of the employees or applicant. The Contractor assures that it will comply as applicable with Americans with Disabilities Act of 1990, Nebraska Fair Employment Practices Act, and their implementing regulations

7. **UNAVAILABILITY OF FUNDING.** Due to possible future reductions in State and/or Federal appropriations, the Department cannot guarantee the continued availability of funding for this Contract notwithstanding the consideration stated above. In the event funds to finance this Contract become unavailable either in full or in part due to such reductions in appropriations, the Department may terminate the Contract or reduce the consideration upon notice in writing to the Contractor. Said notice shall be delivered by certified mail return receipt requested or in person with proof of delivery. The Department shall be the final authority as to the availability of funds. The effective date of such Contract termination or reduction in consideration shall be specified in the notice as the date of service of said notice or the actual effective date of the federal funding reduction, whichever is later. Provided, that reductions shall not apply to payments made for services satisfactorily completed prior to said effective date. In the event of a reduction in consideration, the Contractor may cancel this Contract as of the effective date of the proposed reduction upon the provision of advance written notice to the Department.
Executed by the parties or their duly authorized representative on the dates indicated below.

BY THE CONTRACTOR:

_____ DATE: _____

ITS: _____

Nebraska School
Address
City, State, Zip

FEDERAL ID NUMBER: _____

FOR THE DEPARTMENT:

_____ DATE: _____

Jamie Hahn, Program Manager
Cardiovascular Health Program
Office of Disease Prevention and Health Promotion
Nebraska Department of Health & Human Services System
301 Centennial Mall South, Box 95044
Lincoln, NE 68509-5044

Attachment I:

Environmental and Policy Strategies for Physical Activity & Nutrition Promotion

Type of Change: Categories have been established in order to provide context for the environmental and policy changes. Environmental/policy changes can be grouped into one of the following change types:

- **Facility and Environmental Change:** new or enhanced physical supports for physical activity or nutrition. Examples include sidewalks, trails, exercise equipment, salad bar, equipment for healthy cooking.
- **Cues to Action:** new or enhanced point-of-decision prompts to encourage healthy behaviors. This category does not include media coverage. Examples include signage posted at elevators encouraging stair use, menu labels indicating healthy food items, aisle markers in grocery stores indicating healthy items, and signage encouraging trail use.
- **Policies, Practices, and Incentives:** new or enhanced community or organizational supports in the form of written policies, protocols, and guidelines; informal policies and practices; incentives by organizations that support healthy behaviors. Examples include land use plans with provisions for sidewalks, and policies of churches to provide water and healthy food options at all food-related functions.

SCHOOLS

Facilities and Environment

- Indoor facility for PA (gym, exercise room, exercise equipment)
- Outdoor facility for physical activity (e.g. on-site trail, ball field, basketball court, track, playground etc.)
- Stair environment suitable for physical activity
- Food/beverage preparation equipment for preparing healthy food (e.g. blender to make smoothies, ovens, roasting pans)
- Physical improvement promoting nutrition (e.g. new salad bar, cafeteria upgrade)
- Adequate cafeteria space
- Feature a health tip of the day focusing on healthy nutrition and physical activity
- Vending machines that accommodate specific healthy food and beverage options (e.g. temperature controlled milk vending machine, vending machine that allows for fruits/vegetables and sandwiches)
- Other facility or environmental support for physical activity or nutrition

Cues to Action

- Policy to regularly feature health promotion topics and messages in media (e.g. bulletin, newsletter, bulletin board, posters, daily announcements)
- Signage encouraging stair use
- Signage or labeling for healthy food/beverage options (e.g. vending machines, menu boards)
- Other regular cues or messages supporting physical activity or nutrition

Policies, Practices, and Incentives

- Hiring a certified PE or health education teacher
- Physical activity guidelines for after school program
- Policy allowing community members access to indoor school facilities (includes students after hours, e.g. gym, weight room)
- Policy allowing community members access to outdoor school facilities (includes students after hours, e.g. ball fields, playgrounds)
- Policy increasing PE requirements for students (e.g. year long PE, all students, every grade, etc.)
- Policy prohibiting substitution of other subjects for PE
- Policy requiring certified PE or health education teacher
- Policy requiring equivalent grades for PE
- Policy requiring PE or physical activity question(s) on end-of-year tests
- Practice to incorporate PA into daily routine (e.g. teachers walking with students)
- Addition of healthy food/beverage item or discontinue less healthy food/beverage item (e.g. discontinue whole milk sales, substitute 100% juice or powdered mix)
- Addition of healthy items to vending machines (e.g. pretzels, low fat popcorn, bottled water, 100% juice, lowfat milk) or discontinue unhealthy items
- Food service staff working to educate students about nutrition
- Incentives for healthy foods (e.g. discounts for healthy choices)
- Nutrition guidelines for after school program (e.g. healthy snacks)
- Nutrition guidelines in school (e.g. healthy snacks at concession stands, requirement for vendors to provide healthy food/beverage alternatives, fundraisers cannot sell unhealthy foods)
- Policy increasing time students have to eat lunch
- Policy limiting access to food/beverages of low nutritional value
- Addition of PE, physical activity, nutrition, or health question(s) on end-of-year tests
- Daycare center implementing “Color Me Healthy”
- Policy prohibiting use of PA or food/beverage as incentives/disincentives (e.g. withholding PE as punishment, rewarding achievement with food/beverages of low nutritional value)
- Student advocacy groups for health promotion or enhanced health promotion advocacy role of existing groups (e.g. students as part of healthy menu planning team)
- Development of a recognition program to acknowledge schools for promoting physical activity and healthy nutrition
- Other policy, practice, or incentive to promote physical activity or nutrition

Attachment II:

Examples of Physical Activity/Nutrition Projects

*This list is by no means all-inclusive. You may or may not choose to adapt a program from this list to incorporate into your own school. Be creative! **Choose a plan that will best support your school-community needs.***

- **Purchase additional supplies/materials for Physical Education and/or Health courses**
- **Send your Physical Education/Health teacher to training(s) and/or conferences for current curriculum (ex. NAHPERD, Healthy Schools Summit).**
- **Add healthy food items to the schools ala carte menu**
- **Support or create intramural/after school activity programs**
- **Create before and/or after school fitness/health clubs (i.e. walking club, Fit for Life club, or major's club).**
- **Upgrade indoor and outdoor physical activity facilities**

Lincoln Southeast High School has used their proceeds to create and support an after school dance program

ATTACHMENT III

SAMPLE

REQUEST FOR DISBURSEMENT LETTER

ADDRESS

TOWN, NEBRASKA

DATE

Jamie Hahn, Program Manager
Cardiovascular Health Program
Office of Disease Prevention and Health Promotion
Nebraska Health and Human Services System
Office of Disease Prevention and Health Promotion
301 Centennial Mall So.
P.O. Box 95044
Lincoln, NE 68509-5044

Dear Ms. Hahn:

Please find enclosed our signed agreement. Work on the contract is currently underway, therefore I am requesting, in full, the contract amount of \$3500 to carry out the scope of services outlined in the agreement.

Sincerely,

NAME

ATTACHMENT IV

SAMPLE SALES Report

	White- Skim	White- 1%	Chocolate- Skim	Chocolate- 1%	Strawberry- 1%	Vanilla- 1%
August						
September						
October						
November						
December						
January						
Total:						

Six-Months Total Profit

Six-Months Total for 75% of Profit

****List any changes that will occur for the following, based on the six-months sales report:**

Student Driven Milk Campaign:

Flavors:

Quantity:

Storage: